

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Applicants: **Darrell ANDERSON, et al.**

Serial No.: **10/634,501**

Confirmation No.: **8674**

Filing Date: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE
DEVICE SUPPORT**

Examiner: **Sana A. Al Hashemi**

Group Art Unit: **2156**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Reference EJ is a Petitioner's First Brief against Korean Patent No. 788,180. A summarized English-language translation of reference EJ is provided. Please note that Japanese Patent Application Publication No. 2001/243256 (which corresponds to U.S. Patent No. 6,801,659, of record as Reference BU), cited in reference EJ, is already of record (as Reference CC). Also, U.S. Patent No. 6,366,298 cited in reference EJ is already of record (as reference AK). Reference EK is a First Reply Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference EK is provided.

Reference EH was cited in a Petitioner's Second Brief against Korean Patent No. 788,180. A copy of that Petitioner's Second Brief, as well as a summarized English-language translation thereof, is provided as reference EL. Reference EM is a Second Reply Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference EM is provided.

Reference EN is a Petitioner's Third Brief against Korean Patent No. 788,180. A summarized English-language translation of reference EN is provided.

Reference EI was cited in a Petitioner's Fourth Brief against Korean Patent No. 788,180. A copy of that Petitioner's Fourth Brief, as well as a summarized English-language translation thereof, is provided as reference EO.

Reference EP is a Third Reply Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference EP is provided.

Reference EQ is a Fourth Reply Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference EQ is provided.

Reference ER is a Decision Rendered by Trial Board for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference ER is provided.

Reference ES is an Appeal Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference ES is provided.

Reference ET is a Respondent's First Reply Brief for Invalidation Trial against Korean Patent No. 788,180. A summarized English-language translation of reference ET is provided.

Reference EU is Google's Brief for Invalidation Trial against Korean Patent No. 788,180. An English-language translation of reference EU is provided.

Reference EV is a Respondent's Brief for Invalidation Trial against Korean Patent No. 788,180. Reference EV is substantially the same as Respondent's former brief of October 19, 2009 (Reference ET).

Reference EW is an English Translation of a Power Point Presentation from a hearing for Invalidation Trial against Korean Patent No. 788,180.

Reference EX is an English translation of Google's Supplementary Brief for Invalidation Trial against Korean Patent No. 788,180.

Reference EY is an English Summary of Patent Court's Decision for Invalidation Trial Against Korean Patent No. 788,180.

Reference EZ is a Notification of the Second Office Action from the Chinese Patent Office in counterpart Chinese Patent Application No. 03824458.6. A copy of that Notification of the Second Office Action, as well as an English-language translation thereof, is provided. Please note that "reference 1" (U.S.

Patent No. 5,948,061) cited in reference EZ is already of record (as reference BH).

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). Accordingly, it is believed that no additional fee is due. If, however, any additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

July 28, 2010



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